



## **Show Us Your Helmet Hair Campaign**

### **Community Partnership Opportunities**

#### **Who to Contact:**

Matthew Eberhart OHV Safety Education Coordinator

Headquarters address: 5000 W. Carefree Highway, Phoenix, AZ, 85086

Email: [MEberhart@azgfd.gov](mailto:MEberhart@azgfd.gov)

Phone: 480.589.9383

#### **What is the Show Us Your Helmet Hair Campaign?**

Beginning Friday, January 30, 2015 the Arizona Game and Fish Department launches its first ever “Show Us Your Helmet Hair” campaign. The Department welcomes off-highway vehicle (OHV) enthusiasts from around the state to share photos of their very worst “helmet hair.” Share your memories of family, friends or yourself enjoying the sport of OHV by posting fun pictures of crazy helmet hair. The goal is to increase safety among the state’s OHV community while letting our constituents win sweet prizes. That’s where you come in!

The department will run the Show Us Your Helmet Hair Campaign for as many months as we can receive community partners for. Community partners will provide prizes for the wildest helmet hair photo of the month. For instance, February will be sponsored by the Arizona Game and Fish Department and winners will receive goody bags for each member of their family. With your help, we can award great prizes that will get our constituents excited about SAFE riding and promote your business!

#### **What’s in it for you?**

- Each month's sponsor will be featured on our Department's Facebook and Instagram including:
  - A link to community partner's web page
  - A link to community partner's social media outlets
- Community partners will help to promote a safer riding community throughout Arizona
- Community partners will select the winner for the month they represent
- Donations are tax deductible

#### **When does Show Us Your Helmet Hair start?**

- The Arizona Game and Fish Department will introduce the “Helmet Hair” campaign on Friday, January 30, 2015. The campaign is designed to run at least 12 months with a different community partner providing prizes for each month. In the event Arizona Game and Fish coordinates more than 12 partnerships, the campaign will be lengthened.

**How to donate:**

- All donated items, certificates, gift cards etc. need to be delivered to Matt Eberhart, AZGFD OHV Safety Education Coordinator by the first of the month you are representing. This will allow Game and Fish to photograph the items and promote your participation on social media.
- Donated items will be held at Game and Fish Headquarters until the end of the month when the sponsor selects the monthly winner. The sponsor and winning candidate will then join Game and Fish employees for a brief photo shoot to promote the winner of the month.

**Desired prize donations:** *Donations not to exceed \$1,000*

- Riding Gear
  - Off-road safety helmet
  - Riding goggles
  - Riding gloves
  - Riding jerseys
  - Riding boots
  - Riding pants
- OHV Parts
  - Tires
  - Lights
  - Seatbelts
  - Oil filters
  - Grips
  - Emergency kits
  - Tire repair kits
  - Etc.
- Gift Cards
- Machine maintenance or service vouchers
  - Oil, lube, filter, etc.
- Free safety courses

***The Arizona Game and Fish Department thanks you for your willingness to support this campaign and for helping to make Arizona's OHV community safer. If you would like to become a community partner for this campaign please fill out the attached donation form and return it to Matthew Eberhart at your earliest convenience. Reminder: community partnerships will begin in March.***